CASE STUDY

Start.ca Touts Transparency and Agent Access to Drive Efficiency and Improve Quality Management

COMPANY

Start.ca

OVERVIEW

Industry: Telecommunications

Products: High-speed internet, TV and digital phone services

Founded: 1995

SUCCESS HIGHLIGHTS

- Analyzed 100 percent of inbound phone conversations

- Provided agents with direct access to performance feedback

- Implemented system to identify and enrich omnichannel CX insights

- Leveraged analytics to understand market presence and drive growth

Start.ca is a provider of high-speed internet, TV and digital home phone services and is based in London, Ontario. In pursuit of their mission to offer friendly, reliable service and earn the loyalty of a burgeoning customer base, the company places incredible emphasis on providing a superior customer experience. Start.ca understands the importance of supporting words with actions and actively seeks to facilitate customer interactions that are characterized by authenticity and respect.
To execute on its brand promise and corroborate its core values, the company strives to promote user-friendliness throughout the buyer and customer journey.

The Start.ca team saw an opportunity to increase efficiency, improve understanding of customer experience (CX) insights, and fuel market growth; however, certain challenges prevented optimizing these elements of the program. Start.ca needed a solution that would enable internal teams to examine a larger number of customer interactions, understand customer frustrations, and quantify findings to prioritize improvements. To focus on these goals, Start.ca launched its Analyze Customer Experience (ACE) program and implemented Clarabridge in 2020 to drive the maturation of its CX program. interactions that are characterized by authenticity and respect.

Increased Agent Efficiency

Start.ca relies on its Customer Experience Group (CXG) team to be a primary point of contact for customers. The company wanted to improve reporting capabilities, gain insight into the quality of interactions and boost agent training. Before Clarabridge, Start.ca manually analyzed a small percentage of agent interactions each month. It was impossible to gain a comprehensive view of agent performance across interactions and support timely, relevant coaching. By analyzing 100 percent of inbound phone conversations, the CXG team could analyze all representatives' conversations and provide feedback that would enable them to provide more successful interactions and continue to improve over time. Most organizations conduct quality management at the supervisor level, but Start.ca decided to give representatives direct access to the Clarabridge platform and allow them to review their performance in conjunction with training efforts.

"As a company, we needed to fully immerse ourselves into the world of customer experience because we are committed to always delivering the friendliest service in the ISP industry. We were ready to make this change, and Clarabridge was there to help us every step of the way."

-Kelly McCosham,
Customer Experience Manager

ABOUT CLARABRIDGE

Clarabridge helps the world's leading brands take a datadriven, customer-focused approach to everything they do.

Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

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As a result, the representatives have a greater understanding of how their performance is measured and are able to take concrete steps to provide a positive CX across their conversations. The team could also track certain behaviors, such as offering customers credits, and quantify their frequency to drive better training. With the ability to access a quantifiable record of interactions and understand reactions in different scenarios, the representatives could learn how to create positive customer experiences and share those findings among their peers.

Granular Customer Experience Insights

The team at Start.ca also wanted to gain a better view of their CX and use the findings to empower the company's Analyze the Customer Experience (ACE) team – in place to provide the information that will allow Start.ca to respond to changing needs– with the deep insights that would enable them to understand the customer perspective. To achieve this goal, they analyzed customer feedback to understand nuances such as customer sentiment, emotion and effort. This process enabled the team to identify pain points and identify opportunities for improvement as well as instances in which they were successfully creating "customer delight." From awareness and onboarding to use and churn, the company can understand the most prevalent complaints and strategically allocate improvements and resources.

Data-Driven Market Growth

As a growing company, Start.ca also strives to be a visible and engaged member of local communities. Clarabridge helps the team monitor local sentiment toward the provider as well as toward its competitors. In an effort to attract a younger audience, it focused on boosting brand awareness among that population so that they will be familiar with the brand when it comes time for them to select a provider. Equipped with dashboards to track brand mentions across channels, the team can easily monitor what consumers are saying about the company and evaluate the impact of brand awareness efforts. By understanding what customers love most about doing business with the company, Start.ca can also craft marketing messages that will resonate with consumers and tailor its communications to provide a more personalized approach to its campaigns. Similarly, when customers post about questions or complaints, the team can respond by either promoting educational materials to mitigate confusion or reach out to individual consumers where appropriate.

Conclusion

By introducing automation to the CXG team, analyzing interaction data for CX insights and leveraging analytics to understand market presence, Start.ca is creating a better customer experience and building a foundation for long term success. From conducting comprehensive quality management and improving training efforts to making data-driven decisions and quantifying findings, Start.ca exemplifies the successful implementation of a customer experience management solution and putting customer feedback at the center of the company's growth efforts.